

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

05:00 PM MEXICO TIME, 11/05/2018

RFP TITLE: REGIONAL SOYBEAN OIL IMPLEMENTER

RFP CONTACT:

Name: Lizette Vargas

Email: americasRFP@ussec.org

PROPOSAL DEADLINE: 05:00 PM MEXICO TIME, 11/05/2018

INTRODUCTION:

The United States Soybean Export Council (USSEC) requests proposals to assist in the continued development, implementation and execution of strategies and programs within the Americas Region. For contractors, the expectations are to carry out the deliverables of the activities they are managing and are summarized in associated contracting documentation. Therefore, specific outputs and deliverables for personnel will be included as engagements with key contractors are formalized. Administrative performance will be based on delivering on the terms of those contracts. Contractors are required to provide monthly reports on progress if they are a long-term contractor, or post event reports if they are retained for a specific event. Information from the reports are used to keep stakeholders informed of the progress of their investment.

Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans and soybean products, advocate for the use of US soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

1) PURPOSE OF RFP:

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to seek proposals for a Soybean Oil Implementer based on period November 20, 2018 thru September 30, 2019.

2) BACKGROUND & PURPOSE OF PROJECT:

The purpose of this position is to promote the sales of high value specialty soy ingredient innovations, like high oleic soybean oil. Additionally, the position will be working and collaborating with the Human Market Sales Manager to determine ways to increase US Soybean Oil consumption.

Contractor shall provide Market Intelligence & Research to promote the use and differentiation of U.S. soy products by supporting the Human utilization and other areas as deemed convenient in the Americas region.

3) TARGET AUDIENCE:

Soybean oil importers, refiners, wholesale distributors, retail distributors, cold chain providers, industry associations, governmental agencies, commodity traders and brokers, restaurants, hotels and other institutions, etc.

4) SCOPE (SERVICES) OF WORK:

- I. Act as Soybean Oil (SBO) implementer and shall provide Market Intelligence & Research to promote the use and differentiation of U.S. soy products by supporting the Human utilization and other areas as deemed convenient in the Americas region.
- II. Support Human Market Sales Manager with the following tasks:
 - a. Trade visits arrangement
 - b. Guidance and introduction to the SBO industry
 - c. Networking
 - d. One-on-one technical servicing
 - e. Educate and enlighten on the physical, chemical, and other intrinsic properties of high oleic soybean oil
- III. Coordinate and implement four frying workshops in Mexico and two in Costa Rica for industrial dining rooms.
- IV. Act as a USSEC representative at three Frying workshops in Dominican Republic
- V. Coordinate and implement along with Human market sales manager the Baking with U.S. SBO Regional Course and the Sustainable Soybean Oil Forum

5) RFP TIMELINE:

- RFP Distribution: **October 17, 2018**
- Last Day to Submit Questions: **October 26, 2018 by 05:00 PM Mexico Time**
- Project Proposals Due: **November 5, 2018 by 05:00 PM Mexico Time**

- Selections Made By: **November 07, 2018**
- Prospective Contractors Notified By: **November 09, 2018**

Please email the proposal to americasRFP@ussec.org by 05:00PM Mexico Time

INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to americasRFP@ussec.org by 05:00PM Mexico Time. ***Those proposals which are not emailed on deadline may be disregarded.**
2. A description of the Prospective Contractor's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
4. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
5. Detailed Budget: Provide daily day
6. Proposals should be no longer than **10 pages** (8 1/2" x 11").

NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.

- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.
- USSEC reserves the right to conduct interviews, either in-person or via online for candidates.

SUPPLEMENTAL INFORMATION AND BACKGROUND:

BUILDING A PREFERENCE FOR U.S. SOY

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils;

cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- Smith Bucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- United States Soybean Export Council (USSEC) for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 {voice and TTY} or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) [email:program.intake@usda.gov](mailto:program.intake@usda.gov).

USDA is an equal opportunity provider, employer, and lender.